



# Problem solving project in Spain



Erasmus+

**E**rasmus  
**P**lus for  
**O**rganic  
**S**ector



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# Current situation of the study

We have contacted three pioneering companies in Spain and they are having a very favorable evolution and development since their inception.

In the organic sector study that we carry out in Madrid I am going to leading the work of a group of students formed by 4 French , 1 German and 2 Spanish . The focus of our study is analyse the **real operation of ecological enterprises**.

The main issues we want to address are:

- Possible improvements or strategies to increase sales
- Understand the real business work
- What is their way of working
- The origin of their business
- Know their expectations (short and long term)

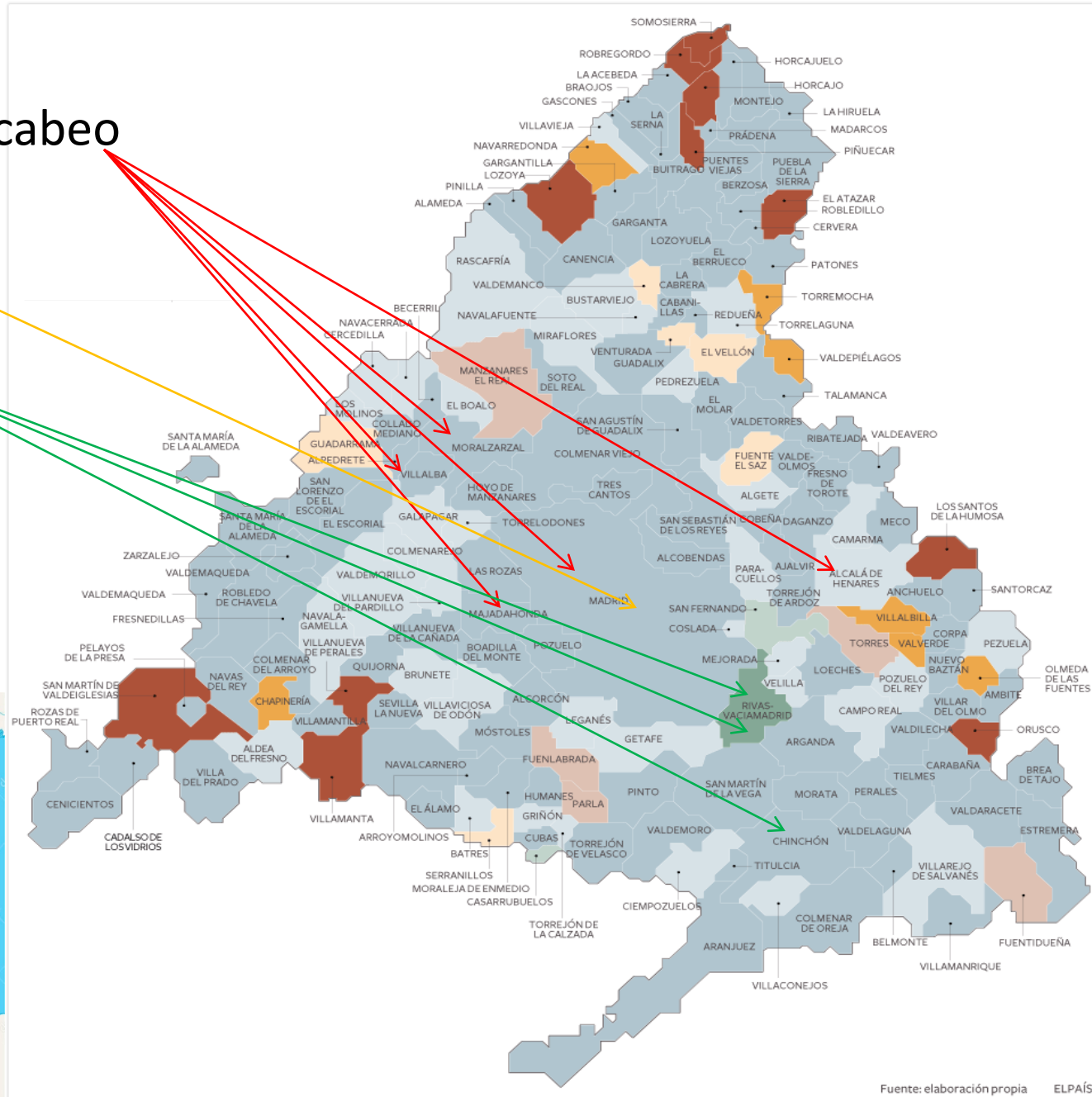
In summary: get the sufficient and necessary information to enrich our knowledge and to help them as students to improve the chances of their business

# COMPANIES

Economato Macabeo

Tresbolillo

Ecosecha



- **WHO THEY ARE?**

A group of people that **produce and sell** only certified organic products, both food and bio products like fertilizers, seeds, cosmetics, utensils and household products, etc.

- **THEIR WORK...**

Naturalizing and promoting the sale of these products in supermarkets, working from involvement with agricultural production, offering products at reasonable prices and reach as many people as possible.

- **THE DIFFERENCE FROM OTHER SIMILAR SUPERMARKETS?**

Their greatest effort is to produce organic fruit and vegetables and work with farmers from respect for his work and marking prices.





It is a group of ecological supermarkets particularly remarkable for **its wide range of products** (full shopping basket).

**Customers** and consumers **particularly appreciate** this aspect because they do not have to visit several locations to get **all the products they need**.





ecological orchards

## •WHO THEY ARE?

Association consists of three partners of this university, the Higher Technical School of Agronomists of Madrid and they are dedicated to **training** in ecological agriculture, ecological **design and implementation** of gardens.

## • THEIR WORK...

Promoting the creation of organic gardens as meeting places of knowledge and experience, serving an **educational tool and entertainment space**. Also, support urban gardens promoted by neighborhood associations and social networks local, through training and active participation in their **activities and meetings**.

## • THE DIFFERENCE FROM OTHERS?

They only sell what it is produced on the farm, always trying use local varieties and most biodiverse possible, carry out training activities on the farm, horticulture and related ecological environment.





Older farmers

Engineers

Children

Knowledge and skills of agroecology

Respect for the environment

Ask for your ecological basket



Disabled people

People at risk of social exclusion

Adults

Orchards care

### •WHO THEY ARE?

Gneiss Cooperative Society Madrid develops their line of certified organic production and provides horticultural seasonal products. Their **cooperative** commitment is to respect the environment in the development of their business compatible with the quality of jobs. That is why they choose the cooperative formula.

### • THEIR WORK...

Ecosecha distributes bags weekly seasonal organic vegetables.

They offer two sizes of bags of organic vegetables → Bag of 4 kg and Bag of 6 kg.

The contents of the bags change weekly; however, each week there are 3 possible combinations for each weight, and you can choose the one that best suits your needs.

### • THE DIFFERENCE FROM OTHERS?

The distribution system is through **open Consumer Groups** of the Community of Madrid, where anyone can join to get there their organic vegetables. The minimum consumption is 4 bags of vegetables, in the whole time you're in Ecosecha.





## **Observations of producers surveys about solving problems with the participation of new graduates in organic sector**

- Help to promote and consumption of organic products
- Introduce their views, new ideas and suggestions
- Young generations like a tool to make known the organic agriculture knowledge to society (Teach consumers)
- Marketing and sales. Processing products
- Natural resource management models
- Focus on developing information and consumer demand
- Analyze the work of farmers

**Thanks for your attention**